

## ABSTRACT

A system and method is provided for exchanging data between at least one merchant site and at least one partner site across an interconnected computer network. The at least one merchant site enables a user to conduct a transaction on the merchant site, and employs a merchant database format. The at least one partner site has a link to the at least one merchant site and/or a display of transactional information from the at least one merchant site, and employs a partner database format different than the merchant database format. The display of transactional information of the at least one partner site enables a user to conduct a transaction with the at least one merchant site on the at least one partner site. A clearinghouse site is also provided in communication with the at least one merchant site and the at least one partner site. The clearinghouse site has at least one translator to convert data compliant with the merchant database format into data compliant with the partner database format, and is also capable of sending such converted data to the at least one partner site. In addition, the clearinghouse site may have at least one further translator to convert data compliant with the partner database format into data compliant with the merchant database format, and may also be capable of sending such converted data to the at least one merchant site.